

Rep Order# 6838858
EC'd Yes

Ver# 1
Status New

Traffic Order# 196297
Printed: 08/06/2012 8:40 AM
Last Received: 08/06/2012 8:29 AM
Showing Buylines: All Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () CITIZENS FOR STRENGTH
Product CITIZENS FOR STRENGTH
Estimate#
Buyer CHRIS BRIMER
Phone#
Fax#

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 08/06/2012 - 08/19/2012
Hiatus Weeks

Rep Firm
Sales Office () ATLANTA
Salesperson () DAVID HAY
Salesperson Phone# 404-443-2155
Salesperson FAX# 404-935-0683

Aug 11/2
8/16
TAXED

--- CONTRACT COMMENT ---											
CITIZENS FOR STRENGTH & SECURITY FUND SC=*											
Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		Buyline Comment: NEWS	08/06-08/17	2	\$6,000.00	:30	3	M-F	9P-930P	6	\$1,000.00
2		Buyline Comment: NEWS	08/06-08/17	2	\$5,600.00	:30	4	M-F	930P-10P	8	\$700.00
3		Buyline Comment: NEWS	08/11-08/18	2	\$650.00	:30	1	SA	930P-10P	2	\$325.00
4		Buyline Comment: NEWS	08/12-08/19	2	\$1,400.00	:30	1	SU	930P-10P	2	\$700.00
5		Buyline Comment: NEWS	08/11-08/18	2	\$1,300.00	:30	1	SA	9P-930P	2	\$650.00
6		Buyline Comment: NEWS	08/12-08/19	2	\$1,800.00	:30	1	SU	9P-930P	2	\$900.00

---REPORT TOTALS---
Report Totals: 22 / \$16,750.00

---SALES MONTHLY TOTALS---
Aug 12: 22 / \$16,750.00
Sales Totals: 22 / \$16,750.00

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Station Totals: 22 / \$16,750.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$209,375	CABL 0%	KASA 8%	KASY 0%	KLUZ 0%	KOAT 22%
		KOB 43%	KRQE 27%	KWBQ 0%		

Books null
 Demos RA35+

--- CREDIT RISK ---
 CASH IN ADVANCE

Spot Manager: All, 08/06/12-08/19/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Citizens for Strength

Agency: Luc Inc

Line: 1

Time Period: 9p-930p

196297	06838858	08/08/12	:30	P3	9:27:32 PM CITIZENS FOCSS	\$1,000.00
196297	06838858	08/14/12	:30	P3	9:13:14 PM CITIZENS FOCSS	\$1,000.00
196297	06838858	08/13/12	:30	P3	9:12:58 PM CITIZENS FOCSS	\$1,000.00
196297	06838858	08/10/12	:30	P3	9:23:30 PM CITIZENS FOCSS	\$1,000.00
196297	06838858	08/15/12	:30	P3	9:11:37 PM CITIZENS FOCSS	\$1,000.00
196297	06838858	08/09/12	:30	P3	9:23:37 PM CITIZENS FOCSS	\$1,000.00

Line: 2

Time Period: 930p-10p

196297	06838858	08/13/12	:30	P3	9:53:30 PM CITIZENS FOCSS	\$700.00
196297	06838858	08/07/12	:30	P3	9:51:22 PM CITIZENS FOCSS	\$700.00
196297	06838858	08/15/12	:30	P3	9:44:08 PM CITIZENS FOCSS	\$700.00
196297	06838858	08/08/12	:30	P3	9:58:30 PM CITIZENS FOCSS	\$700.00
196297	06838858	08/14/12	:30	P3	9:46:49 PM CITIZENS FOCSS	\$700.00
196297	06838858	08/16/12	:30	P3	9:47:27 PM CITIZENS FOCSS	\$700.00
196297	06838858	08/09/12	:30	P3	9:50:37 PM CITIZENS FOCSS	\$700.00
196297	06838858	08/10/12	:30	P3	9:45:36 PM CITIZENS FOCSS	\$700.00

Line: 3

Time Period: 930p-10p

196297	06838858	08/11/12	:30	P4	9:57:02 PM CITIZENS FOCSS	\$325.00
196297	06838858	08/18/12	:30	P4	9:46:12 PM CITIZENS FO	\$325.00

Line: 4

Time Period: 930p-10p

196297	06838858	08/19/12	:30	P3	9:37:26 PM CITIZENS FO	\$700.00
196297	06838858	08/12/12	:30	P3	9:53:15 PM CITIZENS FOCSS	\$700.00

Line: 5

Time Period: 9p-930p

196297	06838858	08/18/12	:30	P3	9:26:45 PM CITIZENS FO	\$650.00
196297	06838858	08/11/12	:30	P3	9:20:44 PM CITIZENS FOCSS	\$650.00

Line: 6

Time Period: 9p-930p

196297	06838858	08/19/12	:30	P3	9:16:50 PM CITIZENS FO	\$900.00
196297	06838858	08/12/12	:30	P3	9:12:28 PM CITIZENS FOCSS	\$900.00

\$1,800.00						
\$1,800.00						
\$1,800.00						
\$16,750.00						
\$16,750.00						
\$16,750.00						
\$16,750.00						

[Sorted by: Line]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KASA - TV Santa Fe, NM	Date: 08/06/2012
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I, Chris Brimer
do hereby request station time concerning the following issue:

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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

SEE ATTACHED

Date of First Broadcast: 08/07/2012 Date of Last Broadcast: 08/19/2012 Total Charges: \$*****14,237.50 NET

This broadcast time will be used by: Citizens for Strength & Securit Fund - New Mexico 2012

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?" Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
--



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Citizens for Strength & Securit Fund

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

08/06/2012
Signature
770-427-0735
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature
Printed Name
Title

